

Online training on “Communication for EU Projects”



May 14th, 2025 09:00 – 11:30	May 15th, 2025 09:00 – 11:30
<ol style="list-style-type: none"> 1. Introduction to communication in European projects nowadays <ul style="list-style-type: none"> - The growing role of communication globally - From FP7 to Horizon Europe: evolving role of communication - The incorporation of Social Sciences and Humanities (SSH) and RRI. - AI in EU Projects. 2. Types of EU projects (Horizon Europe, Amif, Life, Erasmus+, ...) <ul style="list-style-type: none"> - How to adjust your communication strategy? 3. Connection with Global Campaigns <ul style="list-style-type: none"> - SDGs - EU Green Deal - Gender Balance - Specific campaigns 4. Obligatory requirements <ul style="list-style-type: none"> - Contractual obligations and rules to follow - What is formally required? Before, during and after your project 5. Working with EU Consortiums <ul style="list-style-type: none"> - Difference in the approach compared to usual commercial relations - Need of an adapted planning – Overcoming cultural /linguistical barriers - Partners involvement 	<ol style="list-style-type: none"> 1. PR / Media relations and Social Media management <ul style="list-style-type: none"> - The different roles and communication rules - Media relations - The opportunity of international events (Environment Day, ICT conference, COP...) - Channels strategy 2. Create impactful messages in the digital era <ul style="list-style-type: none"> - Rules of an effective message - Engaging with your audience: Storytelling - Thinking outside the box - Practical cases 3. Content production <ul style="list-style-type: none"> - Website - Audio-visuals - testimonials - AI solutions - Design products: factsheets / reports - SM posts – Articles - Newsletters - Apps 4. Events <ul style="list-style-type: none"> - Define the most appropriate date / venue / format - Key moments to invite media / experts / record interviews – Brokerage events - Final conference

6. Communication plan

- Building your own communication strategy – a checklist
- Tips for a winning communication plan
- The 6 W

Q & A Session

5. Measure the impact / Goals and assessment

- Define the right KPIs
- Monitor, evaluate and follow-up the results
- Mid-term / continuous / final report
- Voluntary exercise

Q & A Session